

County of Prince Edward

Economic Development Working Group

Terms of Reference

Mandate

The Prince Edward County Economic Development Working Group (EDWG) brings together key economic stakeholders in Prince Edward County to foster communication, cooperation, and collaboration.

The group will serve as a forum for sharing information, aligning efforts, and identifying opportunities to strengthen the local economy through coordinated action.

Goals/Purpose

The goals and purpose of the Working Group are to:

1. Facilitate regular dialogue among economic development partners.
2. Share updates on initiatives, challenges, and opportunities.
3. Identify areas for collaboration across sectors and organizations.
4. Advise and inform municipal staff and Council on emerging trends, community needs, and potential partnerships.
5. Support the development and implementation of strategic economic initiatives.

Membership

The Working Group will include:

1. Up to two (2) members of Prince Edward County Council
2. Municipal Economic Development Officer
3. Executive Director, Bay of Quinte Regional Marketing Board
4. Executive Director, County Arts
5. Executive Director, PEC Wines
6. Executive Director, Picton Business Improvement Association (BIA)
7. Chief Executive Officer, Prince Edward County Chamber of Commerce
8. Vice-President, Prince Edward Federation of Agriculture
9. Chief Executive Officer, Quinte Homebuilders Association
10. Executive Director, Visit the County

Additional members may be invited to participate on an ad hoc basis depending on the topic or initiative under discussion. Membership focuses on organizations with paid staff, recognizing that volunteer-run associations may not have capacity for full participation.

Roles

1. Members will actively participate in meetings, share relevant updates, and contribute to collaborative initiatives.
2. Council appointees will act as a liaison to Council.

Responsibilities of the Working Group

Deliverables are to be set by the group on an annual basis, in alignment with [Economic Development Action Plan](#) priorities. For 2026, it is proposed that the Working Group:

- Support the creation of a Community Improvement Plan (CIP) by identifying potential CIP programs, encouraging sector participation in consultations, shaping criteria and application processes, sharing feedback on barriers to participation, and helping to promote the program to eligible property owners and businesses.
- Propose a policy and program to guide municipal financial or in-kind support for member-based non-profit organizations or associations with an economic development mandate.
- Contribute to consultations aimed at developing a framework for spending the municipality's portion of the Municipal Accommodation Tax.
- Support ongoing work related to increasing availability of child care in PEC, in consultation with community partners and stakeholders, as they work toward the implementation of the Child Care Action Plan.
- Collaborate with the Four Season Visitor Economy Partnership (4SVEP) in the development of a Four-Season Visitor Economy strategy, by offering insights and ideas, sharing data, highlighting opportunities, promoting participation in consultations and providing feedback on recommended tactics.
- Explore the development of a business-friendly "County pass" with the goal of supporting increased traffic to County-owned businesses".

Term

The term of office for the Working Group will be the term of Council.

Staff Support

The Economic Development Officer will provide administrative support, finalize agendas, coordinate logistics, facilitate discussion and ensure alignment with municipal priorities.

It's anticipated that eight (8) hours of municipal staff time will be devoted to coordinating and attending meetings and following up on items from the Working Group each quarter.

Reporting Relationship to Council

The Working Group is advisory in nature and does not have decision-making authority. Recommendations and input will be forwarded to Council or relevant municipal departments for consideration.

Municipal staff, in coordination with the Council representative(s) to the Working Group, will provide an annual update to Council on the activities and outcomes of the Working Group through the annual Economic Snapshot report. Recommendations for implementation must first be considered and approved by Council or recommended by the CAO.

Finances

No member shall receive remuneration for services.

A member is entitled to reimbursement for any reasonable out-of-pocket expenses that have been pre-approved by the CAO or Council.

The Working Group does not have a dedicated budget. Any funding required to support grant applications, or initiatives of the Working Group, will be included in the Community Services, Programs & Initiatives department budget and considered by Council as part of the regular budget process.

Attendance

If a member is unable to continue their role, the organization they represent will be asked to nominate a replacement. In cases of prolonged inactivity or non-participation, a representative of the Working Group may initiate a discussion with the member's organization to determine appropriate next steps. Replacement members will be briefed on the Working Group's purpose, current initiatives, and expectations to ensure continuity.

Meetings

The Working Group will meet quarterly, or more frequently as needed. Meetings will be held in person. As a working group, meetings will not be streamed via YouTube nor be required to adhere to Robert's Rules of Order.

Agendas and materials will be circulated in advance. Minutes will be recorded, shared with all members.